

What is claimed is:

1. (currently amended) A method for obtaining web-based advertising research data over a communications system, comprising the steps of:

5                   collecting user reaction data of at least one user to at least one advertisement displayed on a web site, wherein said user reaction data comprises at least one of point-and click data and word responses to questions, and said point and click data is collected from the advertisement being displayed and comprises at least one of location of at least one feature in the advertisement with a greater impact and location of  
10 first feature noticed in the advertisement;

                  posing at least one question to said at least one user based on said collected user reaction data.

2. (cancelled)

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3. (cancelled)

4. (currently amended) The method according to claim 3 1, wherein a feature is a word, phrase, object, person, animal, or scene depicted in the advertisement.

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5. (previously presented) The method according to claim 1, further comprising the step of:

analyzing collected data.

6. (previously presented) The method according to claim 5, further comprising the step of:

displaying locations of all point-and-click data collected for the advertisement.

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7. (previously presented) The method according to claim 5, further comprising the steps of:

displaying percentage of point-and-click data collected for various sections of the advertisement.

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8. (previously presented) The method according to claim 5, further comprising the step of:

transforming word responses into point-and-click data for display.

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9. (currently amended) A system for obtaining web-based advertising research data over a communications system, comprising:

a collection tool for collecting user reaction data of at least one user to at least one advertisement displayed on a web site, said user reaction data comprises at least one of point-and click data and word responses to questions, and said point-and-click data is collected from the advertisement being displayed and comprises at least one of location of at least one feature in the advertisement with a greater impact and location of first feature noticed in the advertisement;

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means for posing at least one question to said at least one user based on said collected user reaction data.

10. (cancelled)

11. (cancelled)

5                   12. (currently amended) The system according to claim ~~11~~ 9, wherein a  
feature is a word, phrase, object, person, animal, or scene depicted in the advertisement.

                  13. (previously presented) The system according to claim 9, further  
comprising:  
10                   a processor for analyzing the collected data.

                  14. (previously presented) The system according to claim 13, further  
comprising:  
                  a display device for displaying locations of all point-and-click data  
15   collected for the advertisement.

                  15. (previously presented) The system according to claim 13, further  
comprising:  
                  a display device for displaying percentage of point-and-click data  
20   collected for various sections of the advertisement.

                  16. (previously presented) The system according to claim 13, wherein  
the processor transforms word responses into point-and-click data for display.